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Capgemini supports Bentley Motors in the acceleration of its future digital strategy

Strategic collaboration enables Bentley to accelerate decision-making, reduce complexity, and modernise its digital and manufacturing technology systems

London, 29 June - [Capgemini](#) today announced that it is working with Bentley Motors in the UK to advance the luxury automotive brand's digital transformation, using data and AI to support delivery of its [Beyond100+ strategic vision](#). As Bentley's digital transformation lead, Capgemini will provide the digital infrastructure and systems integration required to drive intelligent manufacturing technology systems, and integrate back-office processes within Bentley's Dream Factory in Crewe, which is an evolving hub for hyper-personalised, digital, and sustainable luxury car production.

Capgemini will also strengthen Bentley's core AI and data capabilities to enable clearer data ownership and accountability, reduce complexity, accelerate decision-making, and drive improved efficiency across the business. This will help Bentley to stay agile in a rapidly changing market, unlock continuous improvements in user experience and operational value, and support employees as they adopt new digital tools, processes, and ways of working. Capgemini will provide the operational backbone and digital intelligence required to shape Bentley's next era, including:

- **Advanced customer and commercial insights** – Enabling Bentley to refine sales, marketing, and campaign activity through improved analytics and AI.
- **Modern IT service operations** – Going beyond traditional break-fix models to deliver reliable, efficient, and user-centric services that improve the overall employee experience.
- **Data foundations and digital footprint** – Delivering the data intelligence and architecture required to fuel faster decision-making and next-generation products.
- **Cost optimisation and continuous improvement** – Supporting long-term transformation, from manufacturing systems modernisation to enterprise-wide digital optimisation.

"Bentley Motors represents the pinnacle of British quality and manufacturing prowess, and we're delighted to be supporting them to transform its digital operations. The brand's legacy and ambitious vision offer exciting opportunities to drive innovation through data and AI, enabled by Capgemini's deep expertise in integrating and modernising complex enterprise and manufacturing systems at scale," said Rob Pears, UK Head of Manufacturing, Automotive and Life Sciences at Capgemini.

"This transition marks an important step in Bentley's digital journey. With Capgemini, we are building a strategic relationship to support our long-term ambitions. The integration is progressing smoothly and we're looking to the future with a shared commitment to quality and agility," said Axel Dewitz, Member of the Board for Finance and IT at Bentley Motors.

About Capgemini

Capgemini is an AI-powered global business and technology transformation partner, delivering tangible business value. We imagine the future of organisations and make it real with AI, technology and people. With our strong heritage of nearly 60 years, we are a responsible and diverse group of over 420,000 team members in more than 50 countries. We deliver end-to-end services and solutions with our deep industry expertise and strong partner ecosystem, leveraging our capabilities across strategy, technology, design, engineering and business operations. The Group reported 2025 global revenues of €22.5 billion.

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